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ABSTRACT

This report presents the results of Market Data Retrieval's (MDR) fourth comprehensive survey of the technology market in K-12 education. The survey gathered comprehensive, current, and consistent information on the use of various technologies in U.S. public schools during the 1996-97 school year. The survey reached all 85,000 public schools in the United States and achieved a return rate of 65% (n=55,000). The report is divided into three main sections: the Executive Summary presents highlights of the survey data; the second section provides detailed analysis of survey data, organized by type of technology product; and the third section compares results from earlier surveys, analyzing growth and change patterns and describing possible future patterns of development. Technology products examined include: computers for instructional use; computers for administrative use; networking--local area networks (LANs)and wide area networks (WANs); modem use; Internet access; CD-ROM use; videodisc player use; cable services use; and satellite dish use. Each technology product is examined in terms of a range of district and school demographic characteristics, such as size, grade level, and spending level. Size and grade level remain the most reliable predictors of technology use. There were 6.3 million instructional-use computers in U.S. public schools in 1997. LANs are used by 65% of all schools. In just one year, the percentage of all schools with Internet access has more than doubled to 70%. Includes 55 figures and 95 tables illustrating survey data. (SWC)

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